

The BRIDGE

THE CREDIT UNION WAY TO ECONOMIC BETTERMENT



See Page 22

official publication

December, 1948

Credit Union National Association

CARE'S Holiday Package

THERE WILL BE turkey with all the trimmin's on many a table in Europe this year.

Holiday dinner, American style, will be the order of the day for families receiving a special CARE package, selling for \$15 and containing a whole turkey—the meaty, broadbreasted Beltsville White variety recently developed by the Department of Agriculture.

Since only a limited number of these special turkeys is available, Americans are urged to order packages early from CARE headquarters, 50 Broad Street, New York, or from CARE centers in other major cities.

The turkey is steam roasted in aluminum foil so that the flavor is retained, and canned under pressure. No refrigeration is needed. It may be eaten cold, just as it comes from the package, or may be browned before serving.

The CARE holiday package also includes: 1 lb. Butter, 1 lb. Rice, 1 lb. Powdered Sugar, 1 can Lemon Juice, 1 lb. Coffee (8 ozs. Tea or 7 ozs. Assorted Spices, Great Britain), 8 ozs. Bacon, 1 lb. Plum Pudding, 8 ozs. Strawberry Preserves, 8 ozs. Chocolate, 8 ozs. Hard Candy, 1 Can Opener.

CARE continues to offer its twenty-two pound standard food package, its blanket, woolen textile, household linen, knitting wool and baby packages for delivery abroad at ten dollars each. A ten-pound parcel containing lard only is delivered at \$5.50 in the countries served by CARE. In Berlin, for the duration of the blockade, CARE's ten-dollar parcel costs \$12.50, and the lard package costs \$6.50, due to the increased cost of maintaining stockpiles by air. Send orders to CARE, 50 Broad Street, New York 4, New York.

To The Harried Treasurer

By Dorothy Johnston,
Treasurer, League Central
Credit Union

DECEMBER—month of woes—frantic calls for Christmas loans, books to balance, annual meeting to plan! December, when credit union treasurers, if they have the energy, swear "Never Again!"

It's awfully easy at a time like this for the treasurer to become so harrassed by the million and one demands on his time that he loses sight of his total job. He remembers to balance his books and send in his reports—for these are explicit and tangible pressures. But he may forget that all-important intangible part, the human element. He may forget that if he does not satisfy the people he is

supposed to serve there will be no necessity for balancing books and sending out reports.

Properly serving the intangible needs of our credit union members is doubly difficult because there is nothing to tell us whether or not we have done this part of our job well. Here are no balanced columns of debits and credits to prove we are right. Here is only the delicate indefinable balance between the needs of our members and the maximum resources of the credit union.

Serving our members well takes time. Time to greet them with a friendly smile rather than a worried "trapped again!" look. As treasurers we must take time with every person who comes into our office, not only to see that he gets what he asks for, but also to find out if there is any further way in which the credit union can help him.

I remember a man who came into the office recently to make a payment. After making the payment, he lingered for a few minutes talking about this and that, seeming reluctant to leave. I was anxious to enter in my check book and so sent him on his way as quickly as possible. Later I learned from a mutual friend that this man is in real financial difficulty and has been planning to see what the credit union could do for him. Now I am hoping he will come back to the credit union rather than to some loan agency where people take the time to listen to his problem and charge him handsomely for it.

Doing our job well means that we remember at all times that every person who comes to us is an individual with individual problems—means giving understanding and help to our members.

Discovers Slow Motion

The idea for slow-motion pictures came to its inventor while watching two Scotsmen in a restaurant reaching for the lunch check.—Pilot Light.

GET READY FOR CHRISTMAS

Have you any old grudges you would like to pay?

Any wrongs laid up from a bygone day?

Gather them now and lay them away When Christmas comes.

Hard thoughts are heavy to carry, my friend.

And life is short from beginning to end:

Be kind to yourself, leave nothing to mend

When Christmas comes.

The Bridge

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The BRIDGE



The Way I See It

Perhaps I Am Old Fashioned

From the
ESEO Credit Union Reminder

I NEVER HEARD of celebrating Christmas with loud fire crackers and explosions until my first Christmas in Oklahoma. Perhaps this custom is peculiar to this part of the country, but it seems to indicate a trend that is nation-wide, the getting away from the true significance of Christmas. I stopped in a store to buy a Christmas greeting card and found three counters covered with cards depicting Santa in his fur-trimmed red suit, evergreen trees trimmed in sparkling splendor, and various and sundry scenes of thoughtless festivity. I found poetic verses wishing Merry Christmas to one and all, but not a card did I see of the Christ Child, the wise men, or the shepherds tending their flocks; nor did I find a verse having to do with the message of the Messiah in proclaiming "Peace on Earth and Good Will Toward Men." Only after inquiry did the clerk find beneath the counter a box containing not more than a dozen cards expressing the Christian motive for Christmas time.

Perhaps I am old-fashioned in my belief about Christmas. If so, I pray I may stay that way. Christmas should be set aside to commemorate the birth of Christ, the Savior of the world and the living example of brotherly love and human kindness. The salvation of the world, the bringing about of permanent peace between men and nations, the abolishment of hunger and fear among all peoples, and the living of an abundant life can be achieved only by an active acceptance by all men of the doctrine He taught. All organizations of men or nations designed to bring about permanent peace or to alleviate suffering in the world are doomed to failure unless the doctrine of Christianity is a part of their thinking.

Why then should we celebrate Christmas with fireworks and gun fire? Why should we allow the doctrine of the dollar to supplant the doctrine of love? Why should the merchants of the nation commercialize the birth of Christ? Why should everything possible be done to hide the true significance of Christmas, the bringing about of "Peace on Earth,

Good Will Toward All Men."—ESEO REMINDER.

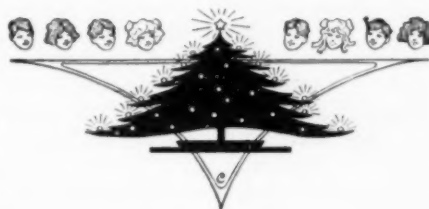
Look For Small Loans

TO THE EDITOR:

Are we being fair to the majority of our members by giving mortgage loans to a few instead of taking the same amount of money and loaning it to a larger group that needs small loans?

If we make real estate loans we will undoubtedly secure a few members because of the service we are giving them. But just think of the many more good members we could have if this money were loaned to a larger group in smaller amounts. I feel that there are many credit union people who are still securing money from loaning agencies other than the credit union.

The credit union, it seems, has a twofold job, one being to help the



IT AIN'T THE GIFT

It ain't the gift a feller gets,
It ain't the shape nor size,
That sets the heart to beatin'
An' puts sunshine in yer eyes.
It ain't the value of the thing,
Ner how it's wrapped ner tied;
It's something else aside from this
That makes you glad inside.
It's knowin' that it represents
A love both deep an' true,
That someone carried in his heart
An' wants to slip to you.
It's knowin' that some folks love you,
An' tell you in this way . . .
Jes' sorter actin' out
The things they really long to say.
So tain't the gifts a feller gets,
Ner how it's wrapped ner tied,
It's knowin' that yer folks love you,
That makes you glad inside.



members secure low rate loans and the other is to increase membership in the credit union. It appears that both of these jobs can be accomplished if the majority of our loans were made to members that need small loans.

I therefore wonder if we are being fair to our members and the credit union by making most of the loans available to those that want and need mortgage loans.—Ralph Peterson, Cuna Credit Union.

A Better Annual Meeting

TO THE EDITOR:

Up until last year all the annual meetings of our credit union had been held during office hours at the place of business, and were very limited as to subject matter and time. Because of the interesting material which had appeared in *THE BRIDGE* and other information obtained from Cuna indicating the possibilities of using an annual meeting for educational purposes and encouraging credit unions to attempt it, we determined to have our annual meeting outside of office hours in the evening, and away from the building.

The Board was not unanimous in determining this policy and those of us who planned the program entered into it on rather short notice with some doubts as to the possibility of getting out a suitable attendance.

As it worked out even though the program was developed on a rather short notice, we were successful in obtaining an attendance double that which the credit union had ever experienced at an annual meeting in prior years. All of those in attendance agreed that there was definite gain in the program and it will undoubtedly be continued hereafter.

In the course of the business meeting all of the recommendations of the Board of Directors were adopted without question except that with respect to the endorsement of the Life Savings Insurance Contract which was subject to considerable discussion before being unanimously approved.

Following the business meeting a short skit entitled "A Loan at Last," written by one of our members.—J. G. Kibbey, vice president of UCES Credit Union.

Can You Top This?

"YOU REPORT the Decatur Wabash Credit Union has \$527 share average for its 6,432 members. The Ray Co-op Credit Union has a share average of \$776 for its 512 members. The Williston Co-op Credit Union has a share average of \$758 for its 1,390 members."—John Hillerson, managing director of the North Dakota Credit Union League.

Dividends High, Low or Medium

By John L. Quinlan

CHANNING SANDERS, relaxing comfortably on a well upholstered divan on the hotel mezzanine, between sessions of the state league convention, lazily watched the animated hustle below him.

"Hi, Chan," a cheerful voice interrupted him as Harley Rosson, fellow conventionist bounced onto the divan beside him. "How do you like the convention?"

"I always like it," answered Chan. "It is inspiring, a stimulating exchange of ideas. It really pays dividends to attend."

"Dividends!" Harley's cheerful manner suddenly turned sober. He edged a little closer to Chan. "Look, Chan, it's almost April now and quite a while before we think about dividends again, but they are quite a problem to us."

"How so, Harley?"

"In my credit union we don't seem to ever get quite the right slant on dividends and every year before the annual meeting we directors have a pretty hot discussion on the subject. I've talked to a few credit union people in our town about it. I know you've been president of your credit union for a long time and I'd like your views on how much of a dividend to pay."

A half-born smile crinkled the edges of Chan's mouth and his brown eyes sparkled. "I'm always willing to air my views. First, let's be sure we don't overlook some important factors. For one thing, a very elementary factor is that dividends are limited by earnings."

Harley nodded.

"Next, the amount of dividends taken from the earnings, in the final analysis, is determined by the vote of the members at the annual meeting. However, this does not dissolve the obligations of the directors. They have been elected by the membership to operate the credit union and are duty bound to exercise prudence, and recommend action that will perpetuate the organization and make it subservient to the best interests of the members."

"Then you think it is a pretty big obligation of the directors to recommend the right dividends to the members?"

"Emphatically. It is possible that the existence of the credit union depends on it. I've heard this problem discussed at almost every gathering of credit union people and I've never heard complete agreement on it. I'm warning you that my opinion is only one of many, although I believe I can support it with sound reasoning and experience."

"Just what is it, Chan?"

"I firmly believe in conservative dividends. It does at least three things for your credit union: one, builds up a substantial cushion for lean years and unforeseen misfortune; two, discourages investors; and three, meets competition halfway."

"During our first few years of organization we had rather bitter experience with high dividends. Our demand for loans exceeded the shares, so we solicited deposits from potential members who were comparatively well fixed. Heeding our sales appeal of high dividends, six per cent, several deposited the maximum. They became very demanding, scrutinizing our financial statements, and criticizing any expenditures for educational purposes or salaries."

"They had but one vote apiece, no matter how much they had deposited," commented Harley.

"Yes," rejoined Chan, "but often one or two outspoken people at an annual meeting can guide the trend of thought. These people would never make true credit unionists. They were dyed-in-the-wool investors. They had apparently already attained the objective of thrift and their tactics were harmful to our credit union specifically and to the movement in general."

"The best way to get money to meet loan demands is to encourage the members to save regularly and place no limitation on savings, except that imposed by the charter. The next best is to contact the state or provincial league or central credit union for a loan. If necessary go to the bank and borrow. Today, dependent on circumstances, it can be obtained at one to four per cent."

"I can see that a high dividend could cause that problem, Chan. What did you do about your investors?"

"When an opportunity presented itself, we explained that the purpose



John L. Quinlan, editor of the Texas Credit Union League BULLETIN.

of the credit union was to promote thrift and that experience had taught us that it was unwise to attempt to develop the credit union as a place where money could be invested with the expectation of reaping high dividends."

"What did they do?"

"Most of them withdrew and put their money elsewhere."

"How about conservative dividends meeting competition halfway?"

"That ties in with investors. But it is my considered opinion that credit unions would grow and develop if no monetary dividends were paid!"

"What?" ejaculated Harley. "Chan, do you know what you are saying? There are lots of places people can save money. That's the competition we were talking about."

Chan filled his pipe, lit it, drew on it slowly and looked at Harley quizzically. "A properly run credit union has no competition. It offers a safe, convenient place to save and borrow money—a place where you deal with your friends, a place where you generally get borrower's insurance and life savings' insurance and often payroll deduction. No outside agency can compete with that. All it takes to eliminate competition is to keep your field of membership informed of these things."

"But how about this no dividend idea?"

"I believe most people regard that about as did our eminent humorist, Will Rogers, who said, 'What worries me most is not the return ON my money, but the return OF my money.' Most members are concerned about the total of their accumulated savings, not the amount the savings earned. And I draw on my experience when I say that. During the war years, when we paid 1 and 1½% dividends,

our shares and membership continued to grow. Since we had previously said 6% so consistently, I realized that dividends are of little importance to the member. It was proof that high dividends are not necessary to the growth of the credit union."

"What are you going to do with the earnings, then, Chan?"

"Don't misunderstand me, Harley. I'm not advocating that no dividends be paid. After careful consideration has been given other important factors, pay a dividend that is consistent with the type of institution the credit union is. For instance if you pay a 3% dividend, you are paying as much as most savings and loan and building and loan organizations do. You are paying more than Series E government bonds. They pay 2.9%, but only if held ten years to the maturity date."

"When a credit union pays more, it begins encroaching on the territory of speculative investment. For example, I know of one stock that is, at present market prices about \$150, which returns between 5½ and 6%. But if the holder of this stock must convert it to cash, he has no guarantee that he will get his original \$150. So, where there is a higher return, the element of chance is generally involved."

"That seems pretty clear, Chan, and logical, too. But what are you going to do with the earnings if you continually make considerably more than 3%?"

"You place them in reserve, in undivided profits for the lean years."

"Chan, I want to be sure I understand you. A few moments ago you said something about the unimportance of dividends, but when we first began talking you said the existence of a credit union may depend on dividends. How do these two statements jibe?"

"If a credit union pays out all of its earnings in dividends during prosperous periods, it may flounder during times of stress because it has no appreciable reserve upon which to fall back. Let me show you something, Harley."

Reaching down beside him, Chan produced a brief case and took from it a sheaf of papers. He selected one of them.

"Here is our financial statement for last December (see exhibit). It behooves all credit unionists, in my opinion, to look at their organization from the long term view—what is best for it over the years."

"As you see on line 312 of this statement we had undivided profits amounting to \$8,696.79. About sixteen

hundred dollars of that was carry-over from the previous year. To pay a 4% dividend would have amounted to about \$7,075, a 3% dividend \$5,300."

"Which did you pay?"

"We recommended 3% for this reason: We wanted to create a reserve that would be a bulwark against any onslaughts we would encounter in the future. We wanted to preserve our credit union, so that members ten, fifteen or fifty years from now could enjoy the advantages we now possess."

"To do this, each year we are trying to retire either in whole or partially one item of our overhead. Last year the difference between the 3 or 4% dividend was about \$1,775. This money loaned out at our rate of 12% or \$6.50 per annum would return a little over \$115, enough to pay our telephone bill. The \$1,600 accumulated from the last year returned about \$104, almost enough to pay our supplies and collection expense."

"Say, that's an idea. Were you able to accomplish it? Did the members accept your recommendation for 3%?"

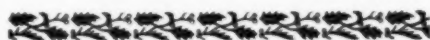
"Yes. We explained what we were doing and they agreed that it was a good idea."

"Your reserve for bad loans can be used the same way, Chan."

"Yes, but it is not dependable, since it has another purpose. However, it earned enough to about cover league dues and examination fees."

"This idea, then, is to build up a reserve that can be loaned out, whose return would eventually pay all expenses?"

"Essentially, yes."



The Poor at Christmas

Unless we remember the lowly,
Whose pleasures are few and small,

We deserve not to be included
In the Christmas joy at all.
For it was they whom the Christ-child

Most lovingly sought to aid,
And he'll have the brightest Christmas

Who has some sacrifice made.



"That would certainly give you a strong credit union."

"I think it would assure the organization of weathering almost any type of storm."

"What would you do with earnings after you had built up a reserve to handle overhead?"

"That is a problem that would be some time in the future. Naturally the earnings would go to the members. It would seem best though to review all details of the operation thoroughly, first. Make certain that you are providing the best possible service to your members, comfortable office quarters, prompt attention and adequate office personnel. Investigate salaries to assure yourself that they are fair. There is a tendency among some credit unions to pay handsome dividends and sweatshop wages."

"In other words, give the members top service before you pay them maximum dividends?"

"And don't forget the people that are doing the actual work!"

Harley shifted in his seat, glancing at his wrist watch. "It's just about time for the next session, Chan. How would you sum up this little talk about dividends?"

"That dividends are comparatively unimportant to the average member. What comes first with him is the convenience of saving and borrowing—he is interested in service, not earnings. Don't try to sell your credit union to potential members through the medium of high dividends. Don't pay out every cent of earnings in dividends to money-grabbing investors. Put some of it into a reserve to make your credit union financially strong during trying times."

Arising Harley said, "I've really acquired a new outlook on dividends, Chan. Not to mention some unusual ideas. Thanks a lot."

Confucius Says

"TO REPAY EVIL with kindness is the sign of a generous character. To repay kindness with evil is the sign of a criminal."

"Polished speech often confuses our notion of who is good and who is bad. A man who cannot put up with small losses or disadvantages will often spoil a big plan."

"A man who goes over what he has already learned and gains some new understanding from it is worthy to be a teacher."

"When the ruler himself does what is right, he will have influence over the people without giving commands, and when the ruler himself does not do what is right, all his commands will be of no avail."—*Blind Stationers*.

A Christmas Story

Reprinted from the Eye-opener
of the Canada Works Credit Union

Roy Crodden sat in the meagerly furnished but spotlessly clean kitchen reading the paper. Mary, his wife, sat in a chair by the stove, knitting a sweater. A wan smile would flit over her face as she heard their three children who were sitting round the kitchen table. Bill, the eldest, was ten years old. He had a pencil in his hand and was writing down on a piece of paper what Nellie, 8 years old, and Donny, 5 years old, were telling him they wanted Santa to bring them for Christmas. It was only two weeks to Christmas and children the world over were doing what the Crodden children were doing—writing the annual letter to Santa Claus. Other years Roy and Mary had been guided by these letters, but this year there had been so much sickness and other expenses that the only gifts they had been able to plan on were, sweaters, stockings and boots.

Roy had been working at Canada Works (yes, Canada Works) about twelve months now. When he had first started there, a chap called Norm Draker had smilingly told him about the Credit Union and how it encouraged members to save small sums out of each pay. He had joined it and saved a small amount, but had withdrawn most of it when Nellie had her tonsils out. Now as he sat listening to the kiddies, he thought of the balance, he figured it was about four dollars and he thought he would draw it out and buy some small thing for each of them, Mary included. His next wages were all spoken for, but as Mary did not know about the small balance in the Credit Union it would be a bit of a surprise, little enough as it was, thought Roy.

"I want an 'El'phant'," exclaimed little Donny, he had seen one that summer when the circus was performing at the Arena.

Mary looked up at Roy. "Couldn't we borrow some money from a finance company, Roy?" she asked, with a suspicion of tears in her eyes.

"No Darling," answered Roy. "You know the mess we got into the last time we tried that."

That night the kiddies dreamed of skates, dolls that closed their eyes and el'phants.

The next day being Tuesday and business day at the Credit Union office, Roy went up to the wicket during his lunch period and asked the cashier

if he could see his book. Obliging the cashier handed it to him and he was surprised to see that he had five dollars and a few cents standing to his credit. Handing the book back he said "I would like to withdraw the five dollars if I may." And as an afterthought, "I wish it was a hundred and five."

The cashier looked up smilingly and said "You would stand a lot better chance of getting a hundred if you let this last share stay where it is."

"What do you mean?" replied Roy.

"Well," answered the cashier and she went on to explain about the loans that members could take out, the interest, repayments and how the loans were insured, etc.

"Gee, that sounds swell. Can I borrow fifty dollars instead of taking that five out?"

"I cannot really answer that," replied the cashier, "for you have to file an application for a loan, and it goes before the credit committee who say whether the loan should be made or not."

"Where do I get one of those forms?" asked Roy.

"Right here," answered the cashier as she handed one through the wicket.

In no time at all, with the assistance of the cashier Roy had filled in necessary details. "What do I do now?" said Roy.

"Just leave it with me and I will hand it to the credit committee. Oh, here is the chairman of the committee now," she had just caught sight of Al Currie making his way over to the office.

As Al drew close to the wicket she said, "Mr. Currie, this gentleman has just filled in an application for a loan." Then she handed the application to him.

Al took the form and glanced at it, then he asked Roy a few questions, after which he told Roy the committee would contact him in a day or two and let him know the result.

Roy did not tell Mary that night for fear he would be turned down but Mary did notice that Roy seemed happier than he had before.

On the Friday following, Roy was walking thru the Wire Mill when he was stopped by Bill Conolly, "You are Roy Crodden, aren't you?" Roy answered in the affirmative. "Well, your loan has been approved," went on Bill, "It is up in the office now. Ask the cashier for it."

Roy lost no time in making his way to the Credit Union office where the cashier smilingly asked him if he wanted the cheque or cash.

"Cash if you don't mind," replied Roy.

"No trouble at all," answered the cashier, and Roy was soon descending the stairs light heartedly with the fifty dollars in his pocket.

When Roy quit work that day he phoned a neighbor and asked them to tell his wife he would be late getting home. Then he took a streetcar to Ottawa Street, where he spent a considerable time visiting first one store then another.

It was dark and Roy's arms were full as he gently tapped with his foot at the door of his home; Mary who had put the children to bed had been anxiously awaiting Roy, opened the door. Her mouth and eyes opened wide when she saw Roy and his parcels; tears sprang unbidden to her eyes and she stammered, "Roy, surely you have not gone and spent the rent or grocery money?"

Roy had a grin from ear to ear as he walked through into the kitchen, "Don't worry, darling," he said as he pulled a pair of skates from the torn paper that they had been wrapped in.

"Oh Roy," said Mary, tears flowing unchecked, "Where did you get them?"

As Roy unwrapped an "el'phant" he told Mary all about the Credit Union and its loan facilities.

Mary laid down a doll that closed its eyes. Laughing and crying at the same time, she threw her arms around Roy, "It's a Godsend," she said. "Thank Heaven for Credit Unions. Now the kiddies will have a real Christmas after all."

"Yes," said Roy, gently smoothing her hair, "and you, too, dear."



Good habits, which bring our lower passions and appetites under automatic control, leave our natures free to explore the larger experiences of life. Too many of us divide and dissipate our energies in debating actions which should be taken for granted.

REV. RALPH W. SOCKMAN

The Long Arm of Santa Claus

By George Gallagher

IT ALL started when the following letter, addressed in childish print, finally came to rest in Vancouver, after meandering across Canada for weeks. Here is the letter, half actual size:

To Santa Claus,
Rocky Mountains,
Canada.

DEAR SANTA CLAUS
WHY DID YOU NOT BRING MY
DOLLY DID YOU GET MY LETTER I
SENT YOU MY MUMMY IS POOR
SHE HAS NOT MUCH MONEY
TO PAY YOU BUT I LEFT
6 PENNIES ON MANTLE
PIECE FOR YOU
AND YOU DIDNT COME
AND PLEASE SANTA
WHY
IRIS

Then the workers in the Despatch Branch of the Main Office decided to find out whether it was just a gag or the genuine article. What did they discover? Just this. It was written by Iris Swinton, seven years old, whose mother was left a widow when her twin boys (two sets) were aged six and eleven, and Iris was an infant.

It transpired later that little Iris was not too strong, and had never had a visit from Santa before; hence her resolution to write him a personal letter.

"That's done it," the Despatch boys concluded. "We have kids of our own and we've been kids ourselves, so we know that the days of childhood are all too short. Let's not make them any shorter. So, seeing the letter is addressed to Santa Claus, and has failed to locate him due to insufficient address, here's where we sub for good old Santa."

The next step was to write to the mother and ask if she would accept a doll for her little girl. Having received a letter of acceptance from Mrs. Swin-

ton, the boys clubbed up and sent Iris a dolly almost as big as her seven-year-old self. (See picture.)

Now comes the happy ending, as expressed in the letters of Iris and her mother. These are faithful reproductions, even to the trivial grammatical faults.

Note the brave attempt at correct spelling.

9 Kingennie
Tce, Dundee
Scotland
7th April

My dear friends in Canada,

Dolly arrived safely and she is the most beautiful dolly I have ever seen I got your very nice letter to and sorry to know Santa does not live in the Rockies any more But I will never need to write Santa again for a dolly for Snuggles is the bonniest we girl in the world I call her Heather White to Mummy says she is such a pretty flower She goes walkies with me and goes to the shops with me and says her prayers with me to and we say a very nice prayer for all of you kind

friends in Canada God bless all of you and thank all of you from the bottom of my very heart

I am the happiest little girl in Scotland now I never had a dolly before. I will take awfully good care of her. Santa never came to me before now I know why he does not stay in the Rockies now I will love Snuggles all my life I would like to say thank you all by sending you this photo of myself I had it taken with dolly just for all of you to see an hope y will like it I will send you all more of them if you would like them

So cheerio good luck and God bless all of you. I will always call you all my dear Canadian friend's. From a very happy we girl

Iris Swinton

Good luck Please write

Iris' mother writes as follows:

9 Kingennie, Tce.,

7th April 1948 Dundee, Scotland

Dear Sirs or Madam:

Your parcel arrived all in perfect condition and they said there was nothing to pay for it. I still have this £1 note in my possession and I was wondering if there has been some mistake, will the post office here call for it or maybe you could enlighten me what to do about it. Well friends, in the first place I want to say thank you to all for your kindness towards Iris. I never saw the likes of this doll in Scotland, what a beauty she is, and I know Iris will take good care of it, she is big enough to understand that. It has caused some sleepless nights, what excited she has been. And no wonder, this doll has been the envy of many people in Dundee. We were going to have the photo taken, and gosh, we were almost mobbed with people, they all wanted to see it, really it was something new in Dundee. Well she has sent you this photograph of herself and the dolly, it is her way of really saying thank you to you all. I hope you will accept it from her as it is sent with a very happy little heart and you can see the excelen look she has on that photo. She was not keeping well lately but this dolly has made a great change in her. She is happy and sings to it most of the day. There is a letter from her enclosed here and I don't know what is in it but I saw her twin brother's give her a help out here so its her

secret she says but you may have to look over any mistakes there may be in it. Well, I cannot find words enough to thank you all but you will understand how very grateful I am. I know I will never repay you for the happiness you all have given my little girl. I can only say good luck to you all and many happy days to you. It all came about as a real surprise to me. Gosh! I never really knew she posted any letter to Santa Claus. I do remember she asked me for one stamp but I never give it a thought again until I got your letter. She has put you to a lot of trouble no doubt but it is something we will always remember for

Main Office depicting the whole episode, complete with the actual letters and pictures of their little mascot from Bonnie Dundee.

While this is not strictly a credit union story, the boys who subbed for Santa are, almost without exception, members of the Vancouver Federal Employees Credit Union, which, by the way, is now second largest in the Province, and at the present rate of progress will soon be the largest. Holding Charter Number 2, this union has always been prominent in its support of the League and all efforts of the movement at large, and has furnished a perpetual stream of officer



the rest of our lives. You have been good friends to her, I am so happy myself about it I can only say again God bless you friends.

Good luck from yours very sincerely.—Mrs. Swinton.

So little Iris has her "Snuggles," Mrs. Swinton has her £1 note, and the Despatch boys have a warm glow deep inside that will last for a long time; which will be re-kindled every time they look at the board on the Letter Despatch floor in Vancouver

material for the League and its component departmental activities.

Returning to Iris and her doll, the Customs waived all charges on the import of "Snuggles" and the British Taxation Department also waived the luxury? tax due, owing to the exceptional circumstances involved.

So, by and large, it seems that these "hardboiled government guys" are just as defenceless against a little child as are most people.—B. C. Credit Unionist

What Makes A Good Meeting?

By H. A. Francis

ROY GRANT, in your May 1 issue, says "lack of interest" is the reason for poor attendances. If that be true, the blame can be laid on those responsible for the meeting; sufficient time has not been given to preparation.

Directors, or others calling a meeting, should meet beforehand, more than once if necessary, to consider the various subjects. An agenda should be drawn up, and those in charge should make themselves thoroughly conversant with it. This, of course, will take time, but the meeting will show how well spent that time was.

Poor Timing

I think Mr. Grant mentions only part of the reason for poor attendance and lack of interest. A greater reason is the woeful waste of time and the lackadaisical manner in which many meetings are conducted. I believe I may state it as an axiom: "A chairman can make or mar a meeting." Often too much time is wasted at the beginning. Meetings advertised for a certain hour, frequently do not start until long after the hour has passed. Time lost at the beginning can never be regained. Consequently, at times, matters of prime importance are perforce left till the end of the meeting, when the audience has become listless and tired; these important items are then rushed through without much thought, and, very largely, without having been understood.

There may be some excuse for this at an evening meeting, especially if it involves much traveling. Farmers are often tired after a day's work and their chores.

I do not think it excusable at an all day meeting, or at a convention of several days. Here the most important people are duly accredited delegates, who have pledged to represent their community to the best of their ability.

Music Helps

Possibly some of our meetings have been too "cut-and-dried," too serious. "All work and no play makes Jack a dull boy," and I would add, "Jill a dull girl." At an opportune moment, forget your business, open the windows of your souls and let a little music in. In other words, have a good sing-song. If you have a pianist all to the good—if you have a piano. A few song sheets are generally available. Distribute these amongst the audience, and let them raise the rafters if they feel like

it. Of course appoint a leader beforehand.

Ladies and Good Eats

You know as well as I do, maybe better, that none of these meetings is complete if the ladies are not present. If there be any who do not know, they also know nothing about the keen interest the ladies take in the discussions.

Moreover, at the end these same ladies may surprise you—the delectable refreshments they bring will not only add joy and pleasure to your meeting but will also help you digest the mental food you receive.—CO-OP magazine

Ways To Wreck a Meeting

By Alfred G. Larke

Condensed from Modern Industry

BEFORE the meeting gets started:

1. Don't let anybody know in advance what subjects will be taken up. They might come with data prepared to discuss the matter intelligently.

2. Send out notices of the meeting at least a month in advance. Participants will put off preparation, figuring they have lots of time. They may even forget the meeting.

3. Alternative: Give notice only a few hours ahead of the time, through a secretary who knows not one thing about it. Count on this to cripple meetings 50%, since many participants will be dated up with important customers, etc., and won't be able to attend at all.

4. Announce that meeting will start "about" certain time. This assures interruptions as late-comers take advantage of vague timing and want to know what's happened so far. Those who come on time become bored, disgusted; late-comers get huffy; you're off to a terrible start.

5. Don't let anyone know how long the meeting will last. Planning how to wind meeting up is made unnecessary. Participants can't tell secretaries when they'll be back. Dislike of meeting is built up.

6. Make sure chairman or leader knows nothing, learns nothing about conference techniques. A leader who thinks running a meeting comes easily, like breathing or sex, creates more confusion than a conscious wrecker. He can't be beat as a key man.

7. If meeting is for anyone below rank of vice-president, have some unsympathetic top-management man, who's too busy to know what the session's about and doesn't care much anyway, drop in to give his blessing. This kills meeting for rank of foremen or lower. First, it proves they had better attend meetings and like them,

Baggage Master's Widow Given Deed To Home

(From Quincy Patriot Ledger)

Mrs. Rose N. Dwyer and her four children received the deed to their home at 24 Standish Avenue, Wollaston, this week.

Charles M. Dwyer, former baggage master at the Wollaston depot, borrowed \$5000 from the New Haven Employees Credit Union to buy the home in which his family had lived for the past six years.

Six months after the loan was made, Mr. Dwyer fell down a flight of stairs in his home and was instantly killed.

This week, Louis S. Cashman, treasurer of the employees credit union,

presented the deed to the home and the notes marked "paid in full" to Mrs. Dwyer. Although only six monthly payments were made, Mrs. Dwyer now owns her home, free of any mortgage or past tax obligations.

The employees credit union has some 9,100 members, all employees of the New Haven system. All loans made by the union are insured against death.

Mr. Dwyer had been employed by the New Haven for the past 15 years. He leaves four children, Leland, Lila, Charles and Robert, all of the home address.



Lila Dwyer, Edward Shanney, Mrs. Rose Dwyer, Walter Wheelock, Charles Dwyer, Free-land Rush, Edward Lane, Arthur Cashman, and Louis Cashman.

or else, which poisons their attitudes. Presence of big shot has same effect as lady breaking into group of men in the midst of a salty story.

After the meeting is under way:

8. Instruct all secretaries to transfer all telephone calls into meeting room. This breaks up best-planned meetings, interrupting not only man called, but everyone else.

9. Encourage leader to do all the talking instead of drawing ideas out of others. Makes everybody else feel he's useless.

10. Don't use charts or graphs. Facts interfere with people who do things "by ear," and are apt to lead discussion into productive channels.

11. Don't use other visual aids: blackboards, flip-flop chart pads, movies, film-strips, etc. Putting points down on a blackboard or paper where people can see them might keep discussion on the point.

12. Encourage cross-talk between

individuals. This is very interesting to those who indulge in it, but seldom enlightening to anyone else. Also stumps the chairman in summing up because he hasn't heard enough of the private conversations to get them into the summary accurately.

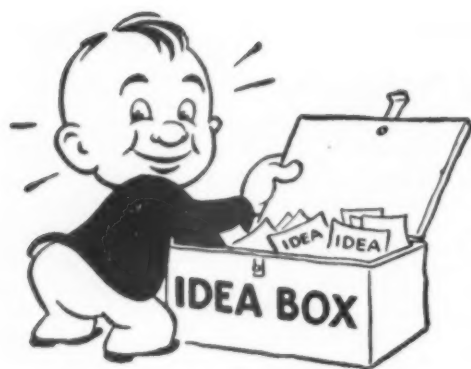
13. In solving problems, discuss solutions first, facts afterwards. This increases chances of adopting first solution that comes along without considering all the possibilities. May even let you skip over a few facts that don't fit in with your favorite solution.

After the meeting has ended:

14. See that no memorandum of what went on is sent to participants. This will help them to forget to carry out any responsibility.

15. Send no memorandum to department heads whose work is mentioned. If good suggestions come out of the meeting, they won't know about them, can't apply them. Also, if they hear

(Continued on page 18)



Idea

Exchange

Here are new and tried publicity ideas. Ideas in the mind of the member is the first step to his participation in the credit union. "Credit union know-how" will lead him to more opportunity and happiness.

THE BRIDGE suggests:

1. that you mark and USE the ideas which attract you.
2. that you adapt them to conversation, pay inserts, circulars, blotters, posters, and house organs.
3. that illustrations be reproduced by tracing, photo-offset, or photo engraving.
4. that mats of Idea Exchange Features may be purchased for 30c each from THE BRIDGE for printing uses. (See below.)
5. that each release contain full directions as to where and when credit union service is available.

Please send copies of all your publicity material to THE BRIDGE. Your participation in the Idea Exchange is helpful to other credit unions and sincerely appreciated.

Mats Available

Mats, from which cuts for reproduction may be economically made, are available for Idea Exchange features when so indicated beneath the feature. These cost 30 cents each. Orders should be sent, and checks made payable to THE BRIDGE, Madison 1, Wisconsin.

—i.e.—

Who Should Be Elected?

Another thing to start thinking about is our Annual Credit Union meeting and election of officers for the year, 1949. Our annual meeting will take place the latter part of January, 1949, but you should start thinking now about who you want to serve you in 1949.

A Nominating Committee will be chosen some time next month whose duty it will be to name those they think best qualified for the various offices; they will be glad to consider any suggestions from you or you can make nominations from the floor at the annual meeting.

Your Credit Union is organized to function along democratic lines. However, it is only as democratic as you make it, so plan to be present and vote at the Annual Meeting. In the meantime take an interest in it and do your part to make it be of as much service as possible to the employees of Dobeckmun Company.

Your treasurer's report is as follows:

Total share balance	\$81,710.59
Total amount out in loans	50,194.49
Total number of members	480
Total number of loans	190

—F. E. Fick, President of the Dobeckmun Credit Union, Cleveland, Ohio.

—i.e.—

Welcome to Rural Letter Carriers

There is a sign on our door that says, "Welcome"! The latch-string is out! Come on in! Be a member of the Credit Union!

As a member of the Credit Union, you will find it easier to save money regularly with expectation of a good interest return on your savings.

As a member of the Credit Union, you will find it simpler to borrow money, and a whole lot simpler to pay it back, because it costs you less and the monthly reduction plan spreads the payments to suit your particular need.

Most important of all, the Credit Union belongs to its members, to you—if you join. The only way you can lose is by not joining with us! So come on in! Our members welcome you.—Atlanta Postal Credit Union.

—i.e.—

Annual Meeting

Let's make this annual Credit Union meeting one of the social events of the year for the members of the department and their families, not just to transact Credit Union business but also to get together and enjoy an evening of fun. Our Credit Union was organized primarily for the benefit of policemen's families by providing a safe place for their savings and a place to borrow money at a reasonable rate of interest. We have accomplished both of these things. However, we

believe we have only scratched the surface of service to our members.

Many of our members have not as yet experienced the efficient way in which we can and do handle the financial affairs of policemen. Why not come to the annual meeting and learn just how big your Credit Union really has grown? Come and learn how our income is derived, what our expenses are and what we pay as a dividend to our shareholders.

The reports of our various committees are usually concise and much to the point. They are never long and we are sure they will not bore you. The business session of the meeting will be made as brief as possible so that we may enjoy the entire evening. We intend some surprises in the way of entertainment and have chosen an Annual Meeting Committee which we believe will put over some very fine entertainment. They have the "know-how."

Many of our members have not been into the Credit Union Office since it has been moved and redecorated. We especially welcome all members of policemen's families to visit our Credit Union office. There is a quiet, businesslike atmosphere about it that you will appreciate. The two young ladies employed by your Credit Union, Mrs. Eva Hemel and Mrs. Florence Bordell, are both pleasant and efficient, (incidentally both have very recently become Mrs.).

The official family and employees of your Credit Union extend to each and every member of the Credit Union and the Cleveland Police Department, the "Season's Greetings." May the New Year bring you happiness, your fair share of success and good health.—Cleveland Police Credit Union.

—i.e.—

Christmas Shopping

Your credit union has plenty of cash on hand to meet the needs of every member of the police department. Stop at the credit union office for a quick, easy loan and do your Christmas shopping early. The advantages of early shopping are many, such as,

Idea Exchange

better and wider selections, pre-holiday prices, quicker delivery and smaller crowds.

Millions of dollars will be spent for Christmas and millions of dollars will be borrowed by shoppers this holiday season. Be smart and be thrifty. Borrow from your own Credit Union where the interest rate is determined by the members with whom you work. The terms of repayment are molded to suit your individual needs.

It is hard to believe that many of our members are continuing to borrow money from "Money loaning agencies" where the interest rates are as high as three times the rate of interest charged by their Credit Union. On a loan of Five Hundred dollars, the interest charged by most "Loan Companies" amounts to fifteen dollars (\$15.00) per month while at your credit union the same amount would cost only five dollars (\$5.00) per month, a savings of Ten Dollars (\$10.00) each month. The savings on other amounts are in the same proportion.—POLICE CRED-I-FACTS of Cleveland Police Credit Union.

—i.e.—

Unless You Tell Us!

We have made the wishes of many of your co-workers for more money come true, and we will be glad to make yours come true, too.

We are friendly and understanding and can solve any money problem you may have at considerable less expense to you. Do not hesitate to stop in and see us.

Even if you now owe money to us, or elsewhere, we can still lend you more. Just call on us if you need some extra cash.

Our office is conveniently located on the sixth floor (Room 602) of the downtown telephone building.—Tropical Telco Federal Credit Union.

—i.e.—

It's Still Time To Talk Turkey

After ten years we are still rescuing some of our members from high interest rate loan companies. Every month your Credit Union spends considerable money in educational material for our members and because we feel that the home is the logical place for Credit Union information we mail our monthly bulletin direct to the home of every member of the police department, both active and retired.

The only persons making a profit from police Credit Union business are the policemen members of your Credit Union, those persons who participate in Credit Union activities either through borrowing at the low-

est interest rate in town (with free loan insurance) or through savings (with free loan insurance). Our sympathetic attitude toward our members when the going gets rough has been a life saver for many. We have no fines

or fees either out in the open or under the table, the Credit Union interest rate is only 1% per month on the unpaid balance and the interest and principal is all you pay at any time.—Cleveland Police Credit Union.

This Annual Meeting Notice was Printed on a Paper Towel

CRYING TOWEL

For Those Who Fail To Attend
Credit Union

Tenth Annual Meeting

To Be Held at
Sterling Municipal
Auditorium
Monday, January 26
8:00 P. M.



Sterling, Colorado

Snappy
Business Meeting

Board of Directors
Treasurer and
Committee Reports

Insurance and
Blue Cross

Declaration of a
Dividend

Election of Officers

Sterling Community Federal Credit Union

SPARKLING FLOOR SHOW

We Have Engaged Jimmy Golliger and His Troupe
(Best Denver Entertainment)
For Four Big Acts

Terrific Harmonica and Impersonation Act
Top Juggling Act Comedy Knock About Team
Excellent Singer Magical Act



THERE IS TO BE A DANCE
Both Ball Room and Square Dancing

DON'T FORGET

PLAN NOW TO COME AND BRING A FRIEND

JANUARY 26, 1948—8:00 P. M.

WHERE—AUDITORIUM

PRIZES

If you are one that misses this meeting go ahead and set up
a howl, all we can offer is this handy crying towel.

COME AND BRING A PROSPECTIVE MEMBER

You are a part owner of this \$249,000.00 organization, so we members 1300 are getting together to exchange ideas and shape our plans for the year 1948.

YOUR IDEAS ARE IMPORTANT

May We Have The Benefit of Them at The
Annual Meeting?

BOARD OF DIRECTORS

R. E. Groce, Treasurer-Manager
H. Vance Austin, President
H. A. Schlotter, Vice President
Louis E. Riecke, Clerk
Kirk E. Daniels
Walter Bruchardt
Robert Hammond
John Gerdik
Don D. Austin
Wilfred Fashoven

CREDIT COMMITTEE — Fidele Guenzi, Chairman; E. M. Brown, Harley Grubbs.

SUPERVISORY COMMITTEE — Larsen D. Lindstrom, Chairman; Clarence C. Burt, George Delgleish.

All Roads Lead to Credit Union

Annual Meeting Night—Monday, January 26
8:00 P. M.—Sterling Municipal Auditorium

Another night George and Mildred Scott would probably be in front of their lighted fireplace.

Ann, Jim and William would very likely be in the movies. The Martins would be having the Johnsons over for a game of cards.

Jack Simmons would be in his basement shaving fragrant curls of pine on to the floor in the process of making a bun for his new-born's toys.

Jim Friendly would be reading his paper with his stocking feet on a chair before him while his wife mended socks and threw out tidbits of gossip.

Joe Farrington would be at the office catching up on some work, while his wife patted herself on the back for being such an understanding wife as she caught up on her letter writing.

BUT ON ANNUAL MEETING NIGHT people with such varied interests gather together, because of their CREDIT UNION; because they want to do all they can to make sure their CREDIT UNION is serving them as well as it can.

Plan Now To Be Present

Last Year We Had an Attendance of 600
Let's Make It 1000 in '48

This Follow-up Reminder was on a Postcard

JUST A REMINDER

10th Annual Meeting--January 26

IT'S A DATE FOR '48

WHEN—MONDAY, JANUARY 26, 1948

TIME—8 P. M.

WHERE—MUNICIPAL AUDITORIUM

Reports—Election—Dividend

High Class Floor Show from Denver

Prizes—\$35 Portable Radio—AC, DC, Battery



COME! For Credit Union Members and Friends

Sterling Community Federal Credit Union
Annual Meeting Committee

Would You Pay \$29.20 or \$7.68

The articles below were advertised by one of Calgary's largest department stores on the pages of the Calgary Herald a few days ago. Nothing surprising about that—you see all kinds of advertisements along the same lines every day. But have you ever stopped to estimate the cost of purchasing furnishings on time? We'll do it for you and with astounding results!!

FIRST—THE RADIO: To purchase this article on time will cost \$12 plus 12 monthly payments of \$11.35 or a total cost of \$148.20. When we subtract the cash price of \$119 we find that the carrying charges amount to \$29.20. If you were to borrow \$119 or the cash price of the radio from your BRIDGELAND CREDIT UNION and repay this loan in 12 equal monthly installments the interest cost would amount to \$7.68. In brief, you would save \$21.52 by borrowing from your CREDIT UNION!!!

—Pay cash and save money etc . . .

SECOND—THE WASHER: The total cost of purchasing the washer on time would amount to \$30 plus 12 monthly payments of \$29.40 which amounts to \$382.80. The cash price is \$299.50 so the carrying charges amount to \$83.30. The cash price of \$299.50 could be borrowed from BRIDGELAND CREDIT UNION and repaid in 12 months at a cost of \$19.50. The saving in this instance would amount to \$63.80!!! In both cases by borrowing from your CREDIT UNION you would not only save money but your loan would be insured at no extra cost and you would be entitled to a rebate of interest at the end of the year.

Join The Credit Union To-day—It Pays!!

THE MORAL OF THIS STORY—Never buy on the installment plan without investigating all the costs—better still, visit your BRIDGELAND CREDIT UNION and inquire about a low cost confidential loan. We are here to serve you with a fund of over \$16,000 which has been saved by our members and is available to take care of all your credit needs. Use it today and save money. Tell your friends and neighbors about this community co-operative organization, owned and operated by the residents of Bridgeland and Riverside communities.

THE ONLY WAY YOU CAN LOSE IS BY NOT BELONGING TO THE BRIDGELAND CREDIT UNION!!! OUR OFFICE IS OPEN EVERY TUESDAY AND FRIDAY NIGHT—EVERYONE IS WELCOME—DON'T DELAY!! PAY A VISIT AT ONCE TO . . . BRIDGELAND SAVINGS

AND CREDIT UNION LTD., 211-8a St. N. E.—Tuesdays and Fridays, 7:30 to 9:30 p.m.—*Angus McKinnon, treasurer, Bridgeland Credit Union.*

Where To Borrow Money

If you are in need of money—to pay off bills, install heating equipment or have your present installment repaired, pay for fuel purchases, or meet emergency needs—visit your Employees' Credit Union, 12th floor, North, Wabash. It's here to help us out over the rough spots—to lend us money, confidentially and at low cost.—*Marshall Field Employees Credit Union.*

—i.e.—

Startling Facts

While the amount of money saved by the members and deposited in the Credit Union in the past year was nearly \$7,000, still in no one month have more than 14 members added to

their savings, and there has been no one member who has saved every month in the past year.

Come in and see your Credit Union Treasurer next payday and every payday. Any amount from 25c up is accepted for savings. Watch that savings account, and with it your security for the future grow.—*LFM Credit Union, Atchison, Kansas.*

—i.e.—

Dear Member:

One of the main functions of your credit union is to have its members create a habit of thrift, that is: save a small amount each and every week. We have a good percentage of our members doing this now and their smiling faces popping into our office every Wednesday or Friday as the case may be, is very encouraging, but it has been a long time since we have

*Twelfth Annual Meeting
of the*

**ATLANTIC
EMPLOYEES'
CREDIT
UNION**
FEDERAL #1310



ELECTION OF OFFICERS
DIVIDENDS
ENTERTAINMENT
DANCING

STEPHEN GIRARD HOTEL
2027 CHESTNUT ST.
JANUARY 30, 1948
8 P.M.

"Come and bring your family!"

Idea Exchange

seen you. In fact your last entry was

The next thing available to our members is to help those that may have financial difficulties. A little private and confidential talk with the treasurer of your Credit Union may be the solution to a great deal of your worries, no matter how trivial you think they might be.

The habit of thrift is something similar to the habit of doing things the safe way. Therefore, if you can get into the habit of being careful, why not adopt the thrift habit also?

Your treasurer will be only too glad to see you at any time listed on our schedule shown below. These hours are now in effect and we hope that you will take advantage of them and be in to see us soon.

Respectfully yours—Swift Canadian Employees (St. Boniface) Credit Union Society, Ltd.

How Much Cash Do You Need?

It's easier than you think to arrange a personal loan from your Gasco Federal Credit Union—to take care of any emergency you may face! Want to get out of debt? Pay a medical bill? A lawyer's fee? Your income tax? Let your Credit Union lend you the money . . . with easy terms for paying back while you earn through the year.

Your Gasco Federal Credit Union—"Always at your service"—Contact your Credit-Committee Member.—Pilot Light, Honolulu.

—i.e.—

We Rang The Bell

For the first time in its history your ESEO Federal Credit Union passed the \$100,000 mark in total assets, (substitute figures) during June of this year, ending the month with footings of \$102,561.24. The balance in the share

accounts of members increased about \$4,000 during the month, most of the increase coming at the very last of the month after an announcement was made about the life insurance in an amount equal to the share balance for each member.—ESEO Reminder.

—i.e.—

The News Of The Year—

The Annual Meeting will be held the same as last year. There will be a Banquet to start off with, then, the meeting and a dance to wind up the evening. Tickets will be sold for the banquet. The meeting and dance as usual will be open, and all members and their friends are cordially invited. This is your chance to find out what your committees have been doing this past twelve months. Your chance to criticize or make suggestions. If you are interested at all you will turn out for the meeting. We expect the largest crowd ever so make a note of the:

Date—January 17, 1948

Place—Roberts Restaurant

(King East at Sanford)

Time—Banquet 6 P.M.

(Tickets only—\$1.25 per plate)

Annual Meeting—7:30 P.M.

Dance—9 P.M.

—Canada Works Credit Union, Ontario.

—i.e.—

Reaching For A Million Dollars

If you will turn to page 3 of this NEWSETTE, you will find that our total assets as of May 31, 1948 are \$893,941.51.

It is not too much to expect, judging by the increased use our members are making of the DNICU, that our total assets by the end of this year will be ONE MILLION DOLLARS.


The Management of the DNICU is justly proud of the record we have set in thirteen years and we feel that every member shares with us that feeling.

Things like this do not "just happen." They are the result of confidence and complete cooperative effort on the part of all concerned.—DNICU NEWSETTE.

—i.e.—

You'll Be Sorry

If you MISS THE ANNUAL MEETING. Ask those who attended last year. Give the little woman a treat too—take her along. She will enjoy it too. JANUARY 24th.—Bull's Eye Credit Union.



**ATLANTIC
EMPLOYEE'S
FEDERAL
CREDIT UNION'S**

**12TH. ANNUAL
MEETING & ENTERTAINMENT**



Honor Roll Grows Longer

By W. B. Tenney

Assistant Director of Organization

DURING October 58 new credit unions were reported by 26 states and provinces. This was 11 more than last month and 21 greater than October 1947. Illinois led for the month with 8 reported. California, New York and Ohio reported 5 each, while Pennsylvania reported 4. Total for the 10 months this year is 641, as compared with 483 for the same months last year and 373 for the same period of 1946. Leading leagues for the 10 months are: Illinois, with 61; California with 49; New York with 45; Ontario with 36; and Ohio with 30. California, New York, Ohio and Texas still are in the one-or-more-each-month-club. California has now completed 23 consecutive months, while Ohio is right behind with 22.

1000 New Credit Union Drive

One half of the period of the current drive is now history and the total new credit unions reported is 344. This compares very favorably with the total of 260 in the same six months of 1947, and with the total of 235 in the same months of 1946. You can easily see that doubling our present total, however, will leave us far short of our 1000 goal. Therefore, we must increase our efforts right now and keep up a high tempo of organization effort right down to the final day, April 30. One very interesting fact in the October report is that every state in the Eastern District reported at least 1 new credit union during the month. Everybody is getting into the act. Delaware reported the first new credit union there since October, 1945.

The Honor Roll of leagues in the drive is growing longer each month:

League	Quota	Organized	Percent
British West Indies	1	5	500
Nevada	1	2	200
Arizona	2	3	150
Arkansas	4	5	125
Idaho	4	4	100
Delaware	1	1	100
West Virginia	10	8	80
Mississippi	4	3	75
Georgia	13	9	69
Utah	6	4	67
New York	40	27	61
Rhode Island	10	6	60
Michigan	25	13	52
Louisiana	12	6	50
Maryland	10	5	50
South Carolina	2	1	50

The Northeastern District is still holding its lead although some of the

others are moving faster. Standings as of October 30 are:

District	Quota	Organized	Percent
Northeastern	115	51	44
Western	125	49	39
Southern	185	69	37
Central	150	54	36
Eastern	165	55	33
Midwestern	105	27	26
Canadian	155	39	25

Standings and quotas of the various leagues, as of October 30 with quotas shown in parenthesis are as follows:

CANADIAN DISTRICT

Alberta 7; British Columbia 4; Manitoba 0; New Brunswick 0; Newfoundland 0; Nova Scotia 0; Ontario 19; Prince Edward Island 1; Quebec 3; Saskatchewan 5.

NORTHEASTERN DISTRICT

Connecticut (25) 6; Maine (5) 1; Massachusetts (20) 6; New Hampshire (3) 0; New York (40) 27; Rhode Island (10) 6; Vermont (12) 5.

EASTERN DISTRICT

Delaware (1) 1; District of Columbia (12) 5; Maryland (10) 5; New Jersey (23) 4; Ohio (45) 17; Pennsylvania (54) 12; Virginia (10) 3; West Virginia (10) 8.

CENTRAL DISTRICT

Illinois (75) 32; Indiana (20) 4; Michigan (25) 13; Wisconsin (30) 5.

MIDWESTERN DISTRICT

Iowa (20) 8; Kansas (14) 1; Minnesota (21) 3; Missouri (29) 12; Nebraska (11) 1; North Dakota (5) 0; South Dakota (5) 2.

SOUTHERN DISTRICT

Alabama (10) 3; Arkansas (4) 5; British South America (6) 0; British West Indies (1) 5; Canal Zone (2) 0; Florida (16) 6; Georgia (13) 9; Kentucky (13) 1; Louisiana (12) 6; Mississippi (4) 3; North Carolina (20) 2; Oklahoma (8) 3; Puerto Rico (18) 6; South Carolina (2) 1; Tennessee (16) 2; Texas (40) 17.

WESTERN DISTRICT

Arizona (2) 3; California (49) 23; Colorado (10) 1; Hawaii (12) 2; Idaho (4) 4; Montana (6) 1; Nevada (1) 2; New Mexico (5) 2; Oregon (10) 0; Utah (6) 4; Washington (18) 7; Wyoming (2) 0; Philippine Islands (0) 0.

Volunteer Organizers' Contest

Although no new entries were re-

ceived during October, there was plenty of activity on reports of new credit unions. It is still a very close race and four months remain for the contestants to better their standings.

As of October 30 here is how they look:

Contestant	Organized
W. Richards, Ohio.....	6
W. Hinze, Mich.....	5
M. Gregory, Ill.....	5
H. Davis, Texas.....	4
F. Keinz, N. Y.....	2
S. Jackman, Texas.....	2
V. Porath, Pa.....	1
H. Stout, Ore.....	1
C. Crane, W. Va.....	None Reported
E. Ludwig, Jr., Ill.....	None Reported

These results to date are slightly less than the results of the entire contest last year. With four months to go, this should be time enough to exceed last year's total. However, we must go to work now to make sure it does. Any volunteer can enter and any contestant can win. Four months is lots of time if you get busy now. Follow these simple rules:

1—Send a letter to T. W. Doig, Managing Director of CUNA, Madison 1, Wisconsin, stating your intention to enter the contest and listing all credit unions you have organized since March 1, 1948.

2—Soon after the organization of each additional credit union, advise Mr. Doig of that fact.

3—On or before March 31, 1949 send Mr. Doig a complete list of all credit unions you have organized within the contest period (March 1, 1948 to February 28, 1949).

National Directors Honor Roll

Here is the report of National Directors and Alternates serving in the 1948 annual meeting who have reported organizing one or more new credit unions by October 30, 1948.

NATIONAL DIRECTORS

M. F. Gregory, Ill.....	4
P. H. Montgomery, Calif.....	3
P. D. Hallam, Mo.....	2
A. C. Savage, Ont.....	1
C. J. Watson, Ont.....	1
L. B. Kilburn, Conn.....	1
W. F. Jack, N. Y.....	1
M. H. Wideman, Md.....	1
E. A. Smith, N. Jer.....	1

E. E. Barnbrook, Ind.....1
H. E. McArthur, Ill.....1
D. S. Chidester, Mich.....1
C. E. Michaels, Ala.....1
H. Moses, La.....1
J. A. Collerain, Texas.....1
H. B. Yates, Texas.....1

PART TIME MANAGING DIRECTORS

L. R. Nixon, Conn.....5
K. S. Little, Utah.....3
B. Blumenthal, Maine.....1
W. O. Knight, Jr., S. Dak.....1
G. J. Keller, Idaho.....1
W. C. Ohlfs, Wash.....1

MANAGING DIRECTORS

C. E. Oldham, Ind.....2
R. Bendel, Okla.....2
J. W. Burns, B. C.....1
W. L. Vandenburg, Ky.....1

How Can A Loan Be Repaid

"BY RELATING the time of repayment to that period in which the individual borrower could accumulate the sum of the loan, taking a small part of the sum from his earnings each pay day, yet leaving him enough on which to live."—Thomas C. Boushall in CONSUMER CREDIT.

Operating Aids

❏ Annual Meetings—What It Takes! is an 8 page leaflet available to credit unions at the rate of \$3.00 per 100 from your League Supply Department or Cuna Supply Cooperative. Single copies per credit union may be obtained from CUNA Organization and Education Department on request.

❏ "Let's Hold Better Annual Meetings" is a 24 page pamphlet available through your League or Cuna Supply Cooperative at 10c each.

❏ Annual Meeting Poster number 628 10½" x 14" at 5c each.

❏ Dividend Work Sheets number FCU-112 and 19 or 19F.

❏ Cuna Guide Book, a 36 page book-keeping and operating guide for state

chartered credit unions. Annual closing entries are illustrated, also dividend procedure and calculating charts. Available through League Supply Department or Cuna Supply Cooperative at 50c each.

Tell The Members The Credit Union Story

With a whole magazine of credit union stories, informative articles, short features, and pictures. The special member issue in January is not just a means to impress present and potential members, but to increase understanding, encourage participation, to develop potentialities of leadership, and thrifty living.

The Price is 10c per copy
in lots of 20 or more.

Order Before December 15

The Bridge

P. O. Box 431
Madison 1, Wisconsin




HERE'S HOW

to whittle your financial problems down to size:

1. Add to your Credit Union share account first thing every pay day.
2. When you find it wise to borrow, borrow from your Credit Union. Credit Union loans are obtained quickly and confidentially—cost less.

Your Credit Union is here to serve you.



PRINTED IN U. S. A.

1949 Pocket Calendar

Order Now for Sure Delivery

(Actual size 2¼ by 3½ inches)

Each year these pocket calendars grow more popular than ever. Use them generously to advertise your credit union all year—to flash your message strongly, frequently. \$1.25 per 100 less 20% to member credit unions in U. S., plus imprint charge if any. Space above calendar for your imprint. (If you wish imprint—about four lines of type—add the following amounts, all net: For 100, \$1.90; for 250, \$2.25; for 500, \$2.75; for 1,000, \$3.70; for 2,000, \$5.10; 5,000, \$10.)

From your league if it
has supply department or

Cuna Supply Cooperative

Madison 1, Wisconsin

In Canada: 436 Lister Building, Hamilton, Ontario

What, Oh What To Do

- ☐ Prepare dividend work sheets as of December 1 for preliminary estimates.
- ☐ Order the January membership issue of *THE BRIDGE*.
- ☐ Order annual meeting posters, pocket calendars, and literature for annual meeting, also free leaflets on Loan Protection, Life Savings, and individual insurance from Cuna Mutual Insurance Society. "Why Life Insurance" by Gene Cotterman (a reprint from January 1948 issue of *THE BRIDGE*) is a valuable insurance guide that may be obtained free on request from Cuna Mutual Insurance Society for distribution use.
- ☐ Make final arrangements for annual meeting program and place if not already arranged.
- ☐ Send Holiday greetings to members.
- ☐ Collect data from minute book for making annual report.

Once Upon A Time



5 Years Ago In The Bridge

The Credit Union Federation of Manitoba was formed. The first officers were V. A. Walsh, President; Altona F. Barie, Vice-president; W. C. Leitke, managing-director and secretary-treasurer.

The Ford Rouge Employees Federal Credit Union was granted a charter. The potential membership is exceeded only by New York Municipal Employees Credit Union. (A bank building was purchased by Ford Rouge Employees FCU during the past year.)

The Milwaukee (Wisconsin) Credit Union Chapter use card advertising in street cars and busses.

James R. DeLay, managing-director of the Georgia Credit Union League, receives a \$1,061,000 check for war bonds from the Peerless Woolen Mills Employees Federal Credit Union.

10 Years Ago In The Bridge

Orange County Teachers' Credit Union of Santa Ana, California sponsored European tour.

The Peoria Chapter of Credit Unions holds a chapter dinner with 475 persons attending, and 736 attend the San Francisco Credit Union Chapter meeting.

Gilbert M. McNeil was elected as

director of Credit Union National Association from Illinois.

20 Years Ago In The Bridge

This issue of *THE BRIDGE* reported Mr. Bergengren's trip to study credit unions in Europe. He found about 450 credit unions in Switzerland organized to serve political subdivisions. In Germany out of 52,000 credit unions about 40,000 were rural. The German farmers live in villages, which simplify credit union operations. Raiffeisen societies are composed of 64% rural, 10% workers, 4% teachers and professional men, 17% craftsmen, and 5%

miscellaneous. The Schulze-Delitzsch banks were very large and served mainly tradesmen. From the German experience it was claimed by them, "You can wound—but not destroy the cooperative movement" . . . "credit unions have uncanny power to weather difficult times."

When White Men took over America the Indians were paying no taxes, had no debts, and their women did all the work. Yet the whites thought they could improve that system!—*CHATTER* by Straus



The Champ!

And a fine Christmas gift

The Cuna Calendar Bank has proved itself a champion builder of credit union thrift programs. It helps the credit union help its members and promotes steady interest in the credit union program.

It makes a fine Christmas gift—but place your orders now as the supply is still limited and uncertain. Price, \$1.95 each less 20 percent to member credit unions in U. S.

Order from your league if it handles supplies, or

Cuna Supply Cooperative, Madison 1, Wisconsin

In Canada: 436 Lister Building, Hamilton, Ontario

The Common Touch

A. M. JANSSEN, an old-timer in credit unions, was relating some history at the centennial dinner of the Brown County Chapter of Credit Unions.

Years ago he attended a state credit union meeting at which Edward Filene spoke. After the talk, Mr. Filene was mingling with those present. Mr. Janssen shook hands with Mr. Filene and said "I enjoyed your fine talk and appreciate your interest in credit unions." Mr. Filene retorted "I should not be thanked. All I have done is to contribute money and I have more of it than I need. But you folks deserve the credit, you give your time and that is more valuable."



Elizabeth K. Lynch

To be Managing-Director Tennessee Credit Union League

BEGINNING November 1, Elizabeth Lynch has accepted the position as managing-director of the Tennessee Credit Union League. Beginning in September 1946 Miss Lynch has served as managing director of a regional association including Virginia and Tennessee. The rapid development of these leagues have put them in a position to continue an active program separately. Only five leagues rated above these states in the 1947 organizational plaque award contest.

In early childhood, her parents moved to Florida. Miss Lynch obtained her A.B. degree from Agnes Scott College of Georgia and the equivalent of one year's graduate work from the University of Wisconsin and the University of Chicago. Also a summer course in folk-dancing, folk music, weaving, and handicrafts.

The pioneering spirit is very much a part of Miss Lynch. She taught in the St. Petersburg High School (Florida); spent a year as a city news

reporter and feature interview writer for the Evening Independent (newspaper). She served as the first employee of the Southeastern Cooperative League; a press agent and feature photographer for southern denominational headquarters of the Presbyterian Church; and as secretary of the General College, of the University of Florida.

The credit union and cooperative ideas came from leaflets put out by a Committee on Church and Cooperatives, and the social science courses of the University of Chicago.

This led to her taking a position as managing-director with the Florida

Credit Union League from 1942 to 1946.

Miss Lynch is an enthusiastic credit union worker, and believes this movement is going to make great progress.

Its The Law

A PIECE OF PAPER under the windshield wiper of a brand new convertible read: "Delivery-Man, am inside attending to business." Below very neatly written, was this comment:

"Policeman—Am outside attending to business" and on the windshield wiper was a parking ticket!



A BLANKET BOND THAT GIVES MORE COVERAGE

THAN A HUNTER'S SLEEPING BAG

Here's a blanket bond for your credit union funds that will give you more comfort than a down-filled sleeping bag. Your cash-conscious worries will be eased when you sign up for Lumbermens Standard Form No. 23 for credit unions.

In a single package, this policy offers you the several coverages formerly available only through separate policies. What's more, it offers you a number of "plus" coverages not available in any separate policy.

Bundled snugly into Lumbermens Standard Form No. 23 are several broad form coverages. Take, for example, the blanket coverage on all employees rather than on certain ones only. The credit union's property also is broadly protected, both in its own offices or in any recognized place of safe deposit. The property is covered, too, when in the custody of an employee or messenger off the premises, or wherever it may be located during the regular course of the credit union's business operations.

Get in touch today with the CUNA Insurance Research Division for more detailed information on how Lumbermens Standard Form No. 23 will fit your individual credit union.

Lumbermens MUTUAL CASUALTY COMPANY

Operating in New York State as (American) Lumbermens Mutual Casualty Company of Illinois
James S. Kemper, chairman H. G. Kemper, president Chicago '40

Takes Nuptial Vows



Gurden P. Farr, president of the Credit Union National Association and the Michigan Credit Union League, and the former Miss Esther Sullivan, assistant executive-secretary of the Ohio Credit Union League — were united in marriage November 4 in the Grace Presbyterian Church of Detroit.

Rev. William Wesley Townsend performed a candle-light service with choir music.

Mrs. Farr served the Ohio Credit Union League for the past 10 years. Robert Kloss the executive secretary wrote "Best wishes and God's speed, Esther. We're happy for you—but sorry for ourselves. You have our grateful affection."

Ways To Wreck a Meeting

(Continued from page 9)

their departments were mentioned, garbled oral reports may well demoralize them.

16. Never weed out any participant who consistently shows inability to contribute to the meeting or get anything from it. One rotten apple, as

is well known, will spoil a barrel. One deadhead, riding on others' coat tails can slow down a whole roomful of people. Why get rid of the poor fellow? If we don't support him, the taxpayers will have to.

Paul R. Haese

To Work For Wisconsin League

The Wisconsin Credit Union League and the Wisconsin Central Credit Union has jointly selected Paul R. Haese to fill the functions of assistant managing director of the league and as manager of the state central credit union.

Paul became interested in credit



Paul R. Haese

unions in 1933 as one of the incorporators of the Milwaukee Road Credit Union. He served as secretary of this credit union during 1933 and 1934, and as treasurer and manager since 1935. He served on many committees of the Milwaukee County Credit Union Chapter, and as Chairman of the membership committee. He has also served on the state league promotional anniversary, nominating, election, and auditing committees.

After graduating from the 8th grade at 14, Paul went to work immediately since his father became disabled. Besides learning on the job, he attended Vocational School, and completed a general business course.

For the past 30 years he was employed by the Milwaukee Road as clerk, messenger, information clerk, and assistant ticket agent. He is married, and has two daughters. His main hobby has been credit unions, and fishing his assistant-hobby.

For the Advancement of Better Entertainment

THE BUFFALO (New York) Fire Department Credit Union has advanced the entertainment facilities of firemen between alarms by providing a plan for the installment of television in the fire stations.

A form on one sheet of paper was provided each fire house, with vacant spaces for the name, officers, and names of the men making and seconding the necessary motions, and signa-

tures of members for a station club.

The credit union then will make a loan to the club for a television set to be repaid by dues collected at a nominal amount each payday.

Orrin Shipe, Cuna Mutual Field Representative, said he visited several firemen in Buffalo, and they liked the idea. One commented that it provided a lot of good entertainment for the money.



Next month's POSTER-A-MONTH

Display these bright new Poster-A-Month reminders each month on every available space. Keep your credit union constantly in the field of vision of your members and potential members. Subscribe now.

One poster each month for one year \$2.50. Each additional subscription to same address, \$1.25.

Single poster, 25c. Each extra single poster to same address at same time, 12½c.

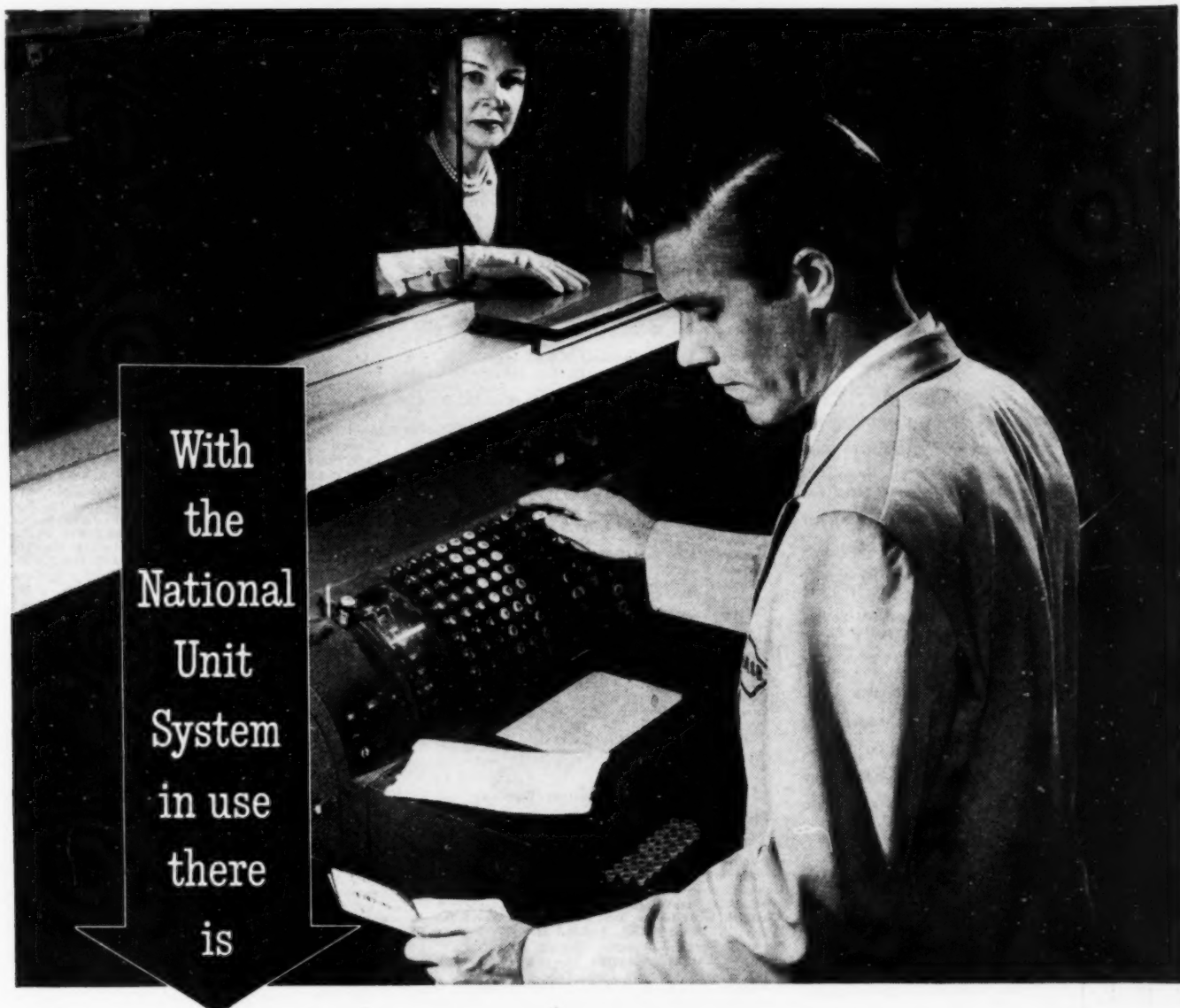
All above prices less 20% to member credit unions in U. S.

CUNA SUPPLY COOPERATIVE

Madison 1, Wisconsin

In Canada: 436 Lister Building, Hamilton, Ontario
Owned and operated by credit unions through their leagues.





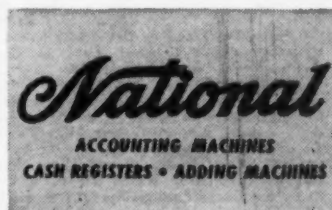
With
the
National
Unit
System
in use
there
is

no

- back-office or after-hours posting
- differences between receipt book and ledger records
- doubt that vouchers are properly recorded
- posting to wrong accounts, or in wrong column
- window "blotter"
- mental calculating of balance
- necessity for calling in receipt books for verification
- waiting line at the window
- disputes regarding balances or illegible figures
- difficulty in balancing
- difficulty in auditing
- difficulty in controlling every transaction

By bringing together the member, the teller, and all necessary records, the National UNIT System supplies the fastest possible service—handling *any* transaction at *any* window in a matter of seconds. It has proved so satisfactory that it is now the No. 1 choice of Credit Unions, everywhere. Ask your local National representative for the full story. Or, write to The National Cash Register Company, Dayton 9, Ohio. Sales and Service Offices in over 400 cities.

THE NATIONAL CASH REGISTER COMPANY



1948 The Bridge Index

IN MANY CASES the name of credit union or organization, rather than the name of individual, is indexed.

Credit union leagues are indexed by name of province or state.

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COVER PICTURE



Your CREDIT UNION

The Cover Picture is from the Poster-A-Month service for December prepared by the Publication Department of Cuna Supply Cooperative.

For Safe Driving

Every Motorist Should Know Facts About Winter Driving

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December, 1948

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